

PAMELA CAMPAGNA

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SUMMARY OF QUALIFICATIONS AND EXPERIENCE

Seasoned marketing, sales and operations professional well versed in multiple industries. Exceeds in complex, cross-departmental situations that typically require strategy and execution in challenging circumstances.

2002- present *FailSafe Air Safety Systems Corporation* *Tonawanda, NY*
VICE PRESIDENT, MARKETING AND SALES

Responsible for marketing, sales and operations of start up medical device company.

1997 – present *Blue Sage Consulting, Inc.* *Hopkinton, MA*
PRINCIPAL

Successful consulting practice specializing in strategic planning and tactical implementation of marketing and business development projects, with an emphasis on pharmaceutical, medical device and technology companies.

2002 – present *Blue Sage Properties, LLC* *Hopkinton, MA*
PRESIDENT

Residential and commercial property acquisition and renovation business.

1998-2003 *Carroll School of Management, Boston College* *Newton, MA*
Bouvé College of Health, Northeastern University *Boston, MA*

ADJUNCT PROFESSOR

Part time professor at graduate and undergraduate levels. Courses taught include International Marketing, Managing in Global Environments, Sales Management and Business and Communications.

1995 – 1997 *FTP Software, Inc.* *Andover, MA*
DIRECTOR, GLOBAL SALES OPERATIONS

- Managed sales operations teams in the U.S. and the U.K., responsible for processing and coordinating sales transactions totaling \$120 million, in support of the global sales organization.

- Directed sales functions, including the administration of sales commissions and management of the maintenance services sales group.

- Worked with cross-functional teams to deliver sales programs, sales tools and events in support of selling activities, achieving an increase in company and brand recognition.

DIRECTOR, BUSINESS DEVELOPMENT

- Participated in acquisition negotiations of Firefox Communications, Inc., valued at \$60 million, including due diligence and technology valuation activities working with investment bankers, auditors and target company.

- Defined business transition plan for integrating worldwide operations, product plans, sales channels, organizations and communications of both companies on a 6-month schedule.

PRODUCT LINE MANAGER, OnNet Product Family

- Successfully directed Product Managers and the launch of several products, including a significant upgrade to the company's flagship product, OnNet 2.0.
- Investigated potential vendors and business opportunities for terminal emulation technology, resulting in an extension of FTP's product line.

1990 – 1995

Banyan Systems, Inc.

Westboro, MA

PRODUCT LINE MANAGER, ENS for UNIX and VINES

- Identified, developed, promoted and marketed Banyan's ENS for UNIX product line.
- Planned and defined product releases of VINES, the company's \$75MM flagship enterprise software product, including VINES 5.0, a significant new release. Coordinated product migration and upgrade plans with sales and operations.

PRODUCT MANAGER, Client Products

- Overall responsibility for DOS, Windows, NetBIOS, OS/2 and Macintosh desktop support in Banyan products.
- Defined features and functionality for Banyan's first Macintosh client product.
- Product Marketing contact for key vendor relationships with Apple, Microsoft and IBM.

1984 – 1990

Lotus Development Corporation

Cambridge, MA

MANAGER, Channel Marketing

- Co-managed multi-million dollar channel marketing fund that resulted in worldwide revenue increase of more than 25% for Lotus 1-2-3 products.

BUSINESS DEVELOPMENT MANAGER

- Prospected, evaluated and recommended products to expand the Lotus product line, resulting in the acquisition of a west coast development group and their technology.

PRODUCT MARKETING MANAGER

- Held various roles of increasing responsibility in the product marketing group responsible for Lotus' first Macintosh product, Lotus Jazz.
- Assisted in product marketing activities, including press briefings, channel training and speaking engagements.

EDUCATION

1982 – 1984

The American University; Washington, DC

M.B.A. International Business

1983

The American University; Center for Research and Documentation of the European Community; Certificate of Expertise in European Integration

1977 – 1980

State University of New York at Albany; Albany, NY

B.A., French and Music

1979-1980

L'Université de Grenoble; Grenoble, France

Foreign exchange program

COMMUNITY ACTIVITIES

2003-2004

School Council Member, Hopkinton Middle School

1998- 2003

Board Member, Hopkinton Parent Teacher Association (HPTA)

1997- 2000

Chairperson, Technology Task Force (HPTA)

1997-1999

Chairperson, Annual Hopkinton Technology Day (HPTA)

1996-1999

Patriot's Trail Girls Scouts, Project Leader

1996-2000

Panelist, MIT Enterprise Forum Start-up Clinics

1996-2001

Hopkinton Youth Soccer Association, Equipment Manager